



KRCR TV
755 Auditorium Drive
Redding, CA 96001

Studio West Marketing & Design
PO Box 492650
Redding, CA 96049

Contract # 240349

Schedule Dates 10/12/16-10/30/16
Advertiser Pam Giacomini Supervisor District 3 (7682)
Agency Studio West Marketing & Design (1940)
Product Political - City/County Races (1043)
Brand PAMG-1016 (103911)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name West,Dave
Phone/Fax (530) 221-7884 /
CPE PAMG-1016
Account Types Local/Political Candidate
Billing Type Calendar
Comments

Date Entered 10/10/16
Last Modified 10/11/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$417.75
Net Total \$2,367.25
Sales Tax

Redding ABC (KRCR)

By Calendar Month	Spots	Rate
Oct. 2016	26	\$2,785.00
Grand Total:	26	\$2,785.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT(B/E)	10/12/16-10/14/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM	1			1	1	1			3	\$100.00	\$300.00	Redding ABC (KRCR)		10/10/16
2.0	Normal Line / SPOT(B/E)	10/12/16-10/14/16	7	:15/:15	7A- GOOD MORNING AMERICA				1	1	1			3	\$100.00	\$300.00	Redding ABC (KRCR)		10/10/16
3.0	Normal Line / SPOT(B/E)	10/12/16-10/14/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM				1	1	1			2	\$150.00	\$300.00	Redding ABC (KRCR)		10/10/16
4.0	Closed Preempt	10/13/16															Redding ABC (KRCR)	Political/Exception - Lowest unit rate for thursday is \$160. This is \$150. No	
4.0	Normal Line / SPOT(B/E)	10/12/16-10/14/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM				1	1	1			3	\$150.00	\$450.00	Redding ABC (KRCR)		10/10/16
5.0	Normal Line / SPOT(B/E)	10/16/16-10/16/16	7	:15/:15	5:27P- NEWS CH 7 AT 5:30 PM	1							X	1	\$60.00	\$60.00	Redding ABC (KRCR)		10/10/16
6.0	Normal Line / SPOT(B/E)	10/16/16-10/16/16	7	:15/:15	6:30P- NEWS CH 7 AT 6:30 PM	1							X	1	\$60.00	\$60.00	Redding ABC (KRCR)		10/10/16
7.0	Normal Line / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM	2	X	X	X	X	X			2	\$100.00	\$200.00	Redding ABC (KRCR)		10/10/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Bonten Media and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.



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8.0	Normal Line / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	7A- GOOD MORNING AMERICA	2	X	X	X	X	X			2	\$100.00	\$200.00	Redding ABC (KRCR)		10/10/16
9.0	Normal Line / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM	1	X	X	X	X	X			1	\$150.00	\$150.00	Redding ABC (KRCR)		10/10/16
10.0	Normal Line / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM	2	X	X	X	X	X			2	\$150.00	\$300.00	Redding ABC (KRCR)		10/10/16
11.0	Normal Line / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	10:59P- NEWS CH 7 AT 11 PM	1	X	X	X	X	X			1	\$75.00	\$75.00	Redding ABC (KRCR)		10/10/16
12.0	Normal Line / SPOT(B/E)	10/30/16-10/30/16	7	:15/:15	5:27P- NEWS CH 7 AT 5:30 PM	1							X	1	\$60.00	\$60.00	Redding ABC (KRCR)		10/10/16
13.0	Normal Line / SPOT(B/E)	10/30/16-10/30/16	7	:15/:15	6:30P- NEWS CH 7 AT 6:30 PM	1							X	1	\$60.00	\$60.00	Redding ABC (KRCR)		10/10/16
14.0	Normal Line / SPOT(B/E)	10/12/16-10/14/16	7	:15/:15	5A- NEWS CH 7: DAYBREAK 5 AM	2			X	X	X			2	\$60.00	\$120.00	Redding ABC (KRCR)		10/10/16
15.0	M/G For 3.0.1 / SPOT(B/E)	10/24/16-10/28/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM	1	X	X	X	X	X			1	\$150.00	\$150.00	Redding ABC (KRCR)		10/11/16

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MAKEGOOD AUTHORIZATION

Client:	Pam Giacomini for Supervisor
Campaign:	PAMG-1016
Flight Dates:	10/11-10/30
Primary Demo:	A25-54
Buyer:	Dave West

Market:	Chico, Redding	240349
Station:	KRCR	
A.E.:	Terri Wilcox	
Phone/Fax	530-722-6429 / 530-243-0217	
Date:	10/11/2016	

Ordered									
# Spots	Day	w/o / Date	Time Period	Program	Length	Rate	Total Rate	A35+ Rtg.	Total Rtg.
1	Th	10/11	5:30-6pm	News 5:30-6pm	:15/:15	\$150.00	\$150.00		
							\$150.00		0.0

[illegible]

Reason for Pre-emptions:

Buyer's Signature

Date _____

Terri Wilcox

From: David' iPad <dave@studiowestmarketing.com>
Sent: Tuesday, October 11, 2016 7:23 PM
To: Terri Wilcox
Subject: Re: Makegood - Pam G

That's fine. Djw

Sent from my iPad

On Oct 11, 2016, at 4:42 PM, Terri Wilcox <twilcox@bontencalifornia.com> wrote:

Hi Dave – One of the spots in the 5:30pm News Thur 10/13 would not place due to LUR.
Please see attached makegood suggestion and let me know if approved, moving the spot to the 5:30-6pm News M-F the week of 10/24.
Thank you!

Terri

Terri Wilcox
KRCR ABC 7 / KCVU FOX 20
TV/Digital Account Executive
Bonten California
twilcox@bontencalifornia.com
O-530-722-6429 – C-530-945-5575

<image001.png>

Supplying services to Esteem Broadcasting KCVU/KBVU Pursuant to a Shared Services Agreement

<KRCR Pam G 240349 October 2016.xls>